1   storing a timing signal and viewer interest identification data specifying a

2   plurality of different viewer interests;

3   controlling said computer a first time based on a comparison of said timing

4   signal or said viewer interest identification data to other data, said first step of

5   controlling comprising:

6   (1)   inputting into said computer further data designating a

7   viewer interest or a time;

8   (2)   selecting a plurality of signals, each selected signal including

9   data, mass medium program information content, or

10   a control signal respecting a different viewer interest;

11   and

12   (3)   storing each selected signal at a storage location;

13   controlling said computer a second time based on said comparison, said second

14   step of controlling comprising:

15   (1)   selecting one or more computer programming instructions;

16   (2)   generating mass medium program information content in

17   respect to a viewer interest; and

18   (3)   preparing to communicate generated mass medium

19   program information content upon instruction;

20   controlling said computer a third time based on said timing signal or said

21   comparison, said third step of controlling comprising:

22   (1)   selecting some mass medium program information content:

23   (2)   selecting a location;

1   (3)   communicating said selected mass medium program

2   information content to said selected location; and

3   presenting to a subscriber at a controlled time a mass medium program with

4   locally generated mass medium program information content, with said mass medium

5   program and said locally information content being outputted to said subscriber either

6   as a combined or sequential presentation at an output device or as parallel

7   presentations at a plurality of output devices.

8   7.   A method of generating and delivering an individualized mass medium

9   program presentation at a receiver station, said receiver station having a receiver for

10   receiving a mass medium program signal, a computer for generating and

11   communicating information, and one or more output devices operatively connected to

12   said receiver and said computer for delivering to a viewer a mass medium program and

13   computer information, with said computer comprising one or more data storage

14   locations, said method comprising the steps of:

15   storing a timing signal and a plurality of identification signals specifying

16   different viewer interests;

17   controlling said computer a plurality of times, each time based on a comparison

18   of said timing signal or identification signals to other data, said first step of controlling

19   comprising each time:

20   (1)   inputting further data designating a viewer interest or a

21   time;

3

1   (2)   selecting a signal, each selected signal including data,

2   information content, or a control signal respecting a

3   mass medium program; and

4   (3)   storing each selected signal at a storage location;

5 some of said selected stored signals designating different viewer interests;

6   controlling said computer one of more times based on a comparison of said

7 timing signal or identification signals to other data, said second step of controlling

8 comprising:

9   (1)   selecting one or more computer programming instructions;

10   (2)   generating mass medium program information content in

11   respect to a viewer interest; and

12   (3)   preparing to communicate generated mass medium

13   program information content upon instruction;

14   controlling said computer one or more times based on a timing signal or a

15 comparison of said timing signal or identification signals to other data; said third step

16 of controlling comprising:

17   (1)   selecting some mass medium program information content:

18   (2)   selecting a location;

19   (3)   communicating said selected mass medium program

20   information content to said selected location; and

21   presenting to a subscriber at a controlled time a mass medium program with

22 locally generated mass medium program information content, with said mass medium

23 program and said locally information content being outputted to said subscriber either

4

1   as a combined or sequential presentation at an output device or as parallel

2   presentations at a plurality of output devices.

3   8.   A method of generating and delivering an individualized mass medium

4   program presentation at a receiver station, said receiver station having a receiver for

5   receiving a mass medium program signal, a computer for generating and

6   communicating information, and one or more output devices operatively connected to

7   said receiver and said computer for delivering to a viewer a mass medium program and

8   computer information, with said computer comprising one or more data storage

9   locations, said method comprising the steps of:

10   storing a timing signal and identification data, each identification datum

11 specifying a different viewer interest;

12   controlling said computer a first time based on a comparison of said timing

13 signal or identification data to other data, said first step of controlling comprising:

14   (1)   inputting to said computer data designating a viewer

15   interest or a time;

16   (2)   selecting a first signal, each selected first signal including

17   data, information content, or a control signal

18   respecting a mass medium program presentation; and

19   (3)   storing each selected first signal at a storage location;

20   controlling said computer a second time based on said comparison, said second

21 step of controlling comprising:

22   (1)   inputting data designating a viewer interest or a time;

5

1   (2)   selecting a second signal, each selected second signal

2   including information content or a control signal

3   respecting a mass medium program presentation; and

4   (3)   communicating each selected second signal to a processor

5   and a storage location;

6   controlling said computer a third time based on said comparison, said third step

7 of controlling comprising:

8   (1)   inputting data designating a viewer interest or a time;

9   (2)   selecting a third signal, each selected third signal including

10   mass medium program information content and a

11   control signal; and

12   (3)   communicating each selected third signal to a processor and

13   an output device;

14   presenting to a subscriber a mass medium program with local mass medium

15 program information content, with said mass medium program and said local

16 information content being outputted to said subscriber either as a combined or

17 sequential presentation at an output device or as parallel presentations at a plurality of

18 output devices.

19   9.   A method of generating and delivering an individualized mass medium

20 program presentation at a receiver station, said receiver station having a receiver for

21 receiving a mass medium program signal, a computer for generating and

22 communicating information, and one or more output devices operatively connected to

23 said receiver and said computer for delivering to a viewer a mass medium program and

6

1   computer information, with said computer comprising one or more data storage

2   locations, said method comprising the steps of:

3   storing a timing signal and signal identification data designating a specific signal

4   type;

5   controlling said computer a first time based on a comparison of said timing

6   signal or said signal identification data to other data, said first step of controlling

7   comprising:

8   (1)   selecting a first signal, each selected first signal including

9   data, information content, or a control signal

10   respecting a mass medium program presentation; and

11   (2)   storing each selected first signal at a storage location;

12   controlling said computer a second time based on said comparison, said second

13   step of controlling comprising:

14   (1)   selecting a second signal, each selected second signal

15   including information content or a control signal

16   respecting a mass medium program presentation; and

17   (2)   communicating each selected second signal to a processor or

18   an output device;

19   controlling said computer a third time based on said comparison; said third step

20   of controlling comprising:

21   (1)   identifying a third signal, each identified third signal being a

22   control signal designating a signal type; and

7

1   (2)   communicating each identified third signal to a processor

2   and an output device;

3   controlling said computer a fourth time based on said comparison; said fourth

4   step of controlling comprising:

5   (1)   selecting a first signal or a timing signal; and

6   (2)   generating or communicating some mass medium program

7   information content in response to a control signal;

8   and

9   presenting to a subscriber a mass medium program with local mass medium

10   program information content, with said mass medium program and said local

11   information content being outputted to said subscriber either as a combined or

12   sequential presentation at an output device or as parallel presentations at a plurality of

13   output devices.

14   10.   A method of generating and delivering an individualized mass medium

15   program presentation at a receiver station, said receiver station having a receiver for

16   receiving a mass medium program signal, a computer for generating and

17   communicating information, and one or more output devices operatively connected to

18   said receiver and said computer for delivering to a viewer a mass medium program and

19   computer information, with said computer comprising one or more data storage

20   locations, said method comprising the steps of:

21   storing a timing signal and a plurality of a first data, each first datum designating

22   a different type of signal;

1   controlling said computer one or more times based on a comparison, said first

2   step of controlling comprising:

3   (1)   selecting a first signal, each selected first signal including

4   data, information content, or a control signal

5   respecting a mass medium program presentation; and

6   (2)   storing each selected first signal at a storage location;

7   controlling said computer one of more times based on a comparison, said second

8   step of controlling comprising:

9   (1)   selecting a second signal, each selected second signal

10   including information content or a control signal

11   respecting a mass medium program presentation; and

12   (2)   communicating each selected second signal to a processor or

13   an output device;

14   controlling said computer one or more times based on a comparison, said third

15   step of controlling comprising:

16   (1)   identifying a third signal, each identified third signal being a

17   control signal designating a signal type; and

18   (2)   communicating each identified third signal to a processor or

19   an output device;

20   controlling said computer one or more times based on a comparison; said fourth

21   step of controlling comprising:

22   (1)   selecting a first signal or a timing signal; and

9

1   (2)   generating or communicating some mass medium program

2   information content in response to a control signal;

3   and

4   presenting to a subscriber a mass medium program with local mass medium

5   program information content, with said mass medium program and said local

6   information content being outputted to said subscriber either as a combined or

7   sequential presentation at an output device or as parallel presentations at a plurality of

8   output devices.

9   11.   A method of providing data of interest to a receiver station from a remote

10   data source, said data of interest for use at the receiver station in generating or

11   outputting a receiver specific datum, said method comprising the steps of:

12   storing data at said remote data source;

13   receiving at said remote data source a query from said receiver station;

14   transmitting said data from said remote data source to said receiver station in

15   response to said step of receiving said query, said receiver station selecting and storing

16   some of said transmitted data;

17   transmitting from a second remote source to said receiver station a signal which

18   controls said receiver station to select and process an instruct signal which is effective at

19   said receiver station to coordinate presentation of said data with a second

20   predetermined presentation sequence.

1   12.   A method of communicating subscriber station information from a

2   subscriber station to one or more remote data collection stations, said method

3   comprising the steps of:

4   (1)   inputting a viewer's or participant's reaction at a subscriber station;

5   (2)   receiving at said subscriber station information that designates an instruct

6   signal to process or an output to deliver in consequence of subscriber input;

7   (3)   determining the presence of said subscriber input at said subscriber

8   station by processing said viewer's or participant's reaction;

9   (4)   processing an instruct signal which is effective to coordinate presentation

10 of data with a second predetermined presentation sequence at said subscriber station in

11 consequence of said step of determining; and

12   (5)   transferring from said subscriber station to one or more remote data

13 collection stations an indicia confirming delivery of said instruct signal from said step of

14 processing or confirming delivery of said effect from said step of processing.

15 13.   The method of claim 12, wherein said instruct signal is input by a

16 subscriber, said method further comprising the steps of:

17   storing a subscriber instruction to receive one or more specific mass medium

18 programs, data, news items, or computer control instrutions; and

19   receiving one or more specific mass medium programs, data, news items, or

20 computer control instrutions in accordance with said instruction.

21 14.   The method of claim 12, wherein said instruct signal is input by a

22 subscriber, said method further comprising the steps of:

1   storing a subscriber instruction to process or present one or more mass medium

2   programs, data, news items, or computer control instrutions in a specific fashion; and

3   processing or presenting one or more specific mass medium programs, data,

4   news items, or computer control instrutions in accordance with said instruction.

5   15.   The method of claim 12, wherein said information that designates a

6   specific subscriber input or said instruct signal is detected in an information

7   transmission from a data or programming source, said method further comprising the

8   steps of:

9   programming a processor to respond to information communicated from a data

10   or programming source;

11   receiving an information transmission from a data or programming source;

12   inputting at least some of said information transmission to a control signal

13   detector;

14   detecting data or an instruct signal in said information transmission; and

15   passing said detected data or instruct signal to said processor.

16   16.   A method of controlling a remote intermediate data transmitter station to

17   communicate data to one or more receiver stations, with said remote transmitter station

18   including a broadcast or cablecast transmitter for transmitting data, a plurality of

19   selective transmission devices each operatively connected to said broadcast or cablecast

20   transmitter for communicating data, a data receiver, a control signal detector, and a

21   controller or computer capable of controlling one or more of said selective transmission

22   devices, and with said remote transmitter station adapted to detect one or more control

1   signals, to control the communication of data in response to one or more detected

2   control signals, and to deliver data at its broadcast or cablecast transmitter, said method

3   of communicating comprising the steps of:

4   (1)   receiving data to be transmitted by the remote intermediate data

5   transmitter station and delivering said data to a transmitter, said data comprising an

6   instruct signal which is effective at the receiver station to coordinate presentation of

7   said data with a second predetermined presentation sequence;

8   (2)   receiving one or more control signals which at the remote intermediate

9   data transmitter station operate to control the communication of said data; and

10   (3)   transmitting said one or more control signals to said transmitter before a

11   specific time.

12   17.   The method of claim 16, wherein said specific time is a scheduled time of

13   transmitting said data at said remote intermediate data transmitter station or said one

14   or more control signals are effective at the remote intermediate data transmitter station

15   to control one or more of said plurality of selective transmission devices at different

16   times.

17   18.   The method of claim 16, further comprising the step of embedding a

18   specific one of said one or more control signals in said data before transmitting said

19   data to said remote transmitter station.

20   19.   A method of controlling a receiver station including the steps of:

21   detecting the presence or absence of a broadcast or cablecast control signal;

1   inputting an instruct-to-react signal to a processor based on said step of detecting

2   the presence or absence of a control signal;

3   controlling said processor to output specific information in response to said step

4   of inputting an instruct-to-react signal; and

5   coordinating presentation of data with a second predetermined presentation

6   sequence on the basis of information received from said processor based on said step of

7   controlling a processor.

8   20.   The method of claim 19, wherein a buffer is operatively connected to said

9   processor for buffering input, said method further comprising the step of:

10   inputting said instruct-to-react signal directly to said processor.

11   21.   The method of claim 19, wherein said processor processes a datum

12   designating a television channel or a television program, said method further having

13   one step of the group consisting of:

14   controlling a tuner to tune a receiver to receive the television channel or

15   television program designated by said processed datum;

16   controlling a selective transmission device to input to a control signal detector at

17   least some portion of the television channel or television program designated by said

18   processed datum;

19   controlling a control signal detector to search for one or more control signals in

20   the television channel or television program designated by said processed datum;

14

1   controlling a selective transmission to input to a computer control signals

2 detected in the television channel or television program designated by said processed

3 datum;

4   controlling a computer to respond to control signals detected in the television

5 channel or television program designated by said processed datum;

6   controlling a television monitor to display video or audio contained in the

7 television channel or television program designated by said processed datum;

8   controlling a video recorder to record or play video or audio contained in the

9 television channel or television program designated by said processed datum; and

10   controlling a selective transmission device to communicate to a video recorder or

11 a television monitor the television channel or television program designated by said

12 processed datum.

13   22.   The method of claim 19, wherein said processor processes a datum

14 designating one or more specific channels of a multichannel cable or broadcast signal,

15 said method further having one step of the group consisting of:

16   controlling a tuner to tune a converter to receive the one or more specific

17 channels designated by said processed datum;

18   controlling a selective transmission device to input to a control signal detector at

19 least some portion of the one or more specific channels designated by said processed

20 datum;

21   controlling a control signal detector to search for one or more control signals in

22 the one or more specific channels designated by said processed datum;

1   controlling a selective transmission to input to a computer control signals

2   detected in the one or more specific channels designated by said processed datum;

3   controlling a computer to respond to control signals detected in the one or more

4   specific channels designated by said processed datum;

5   controlling a television monitor to display video or audio contained in the one or

6   more specific channels designated by said processed datum;

7   controlling a video recorder to record or play video or audio contained in the one

8   or more specific channels designated by said processed datum; and

9   controlling a selective transmission device to communicate to a storage device or

10   an output device the one or more specific channels designated by said processed datum.

11   23.   A method of controlling a receiver station, said receiver station having a

12   processor for passing and executing instructions and a clock operatively connected to

13   said processor for inputting a timing signal, said method comprising the steps of:

14   receiving a broadcast or cablecast transmission;

15   demodulating said broadcast or cablecast transmission to detect an information

16   transmission thereon, said information transmission comprising an instruct signal

17   which is effective to coordinate presentation of said data with a second predetermined

18   presentation sequence;

19   detecting said instruct signal on said information transmission and passing said

20   instruct signal to said processor;

21   delaying, under processor control, the passing of said instruct signal to a

22   controllable apparatus;

16

1   passing said instruct signal to said controllable apparatus on the basis of a timing

2   signal; and

3   controlling said controllable apparatus based on said instruct signal.

4   24.   The method of claim 23, further comprising the steps of:

5   detecting a timing signal in said information transmission;

6   passing said timing signal to said clock; and

7   timing, under control of said clock, the passing of said instruct signal based on

8   said timing signal.

9   25.   A method of communicating data and update material to one or more

10   mass medium programming receiver stations each of which includes a broadcast or

11   cablecast data receiver, a data storage device, a control signal detector, a computer

12   capable of processing data, and with each said receiver station adapted to detect and

13   respond to one or more instruct signals and to store data for subsequent processing,

14   said method of communicating comprising the steps of:

15   (1)   receiving data to be transmitted and delivering the data to a transmitter;

16   (2)   receiving one or more instruct signals which at the receiver station are

17   effective to coordinate presentation of said data with a second predetermined

18   presentation sequence;

19   (3)   transferring said one or more instruct signals to a transmitter; and

20   (4)   transmitting an information transmission comprising said data and said

21   one or more instruct signals.